

City of Mt. Pleasant, Michigan

Mt. Pleasant
[meet here]

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Dear Mt. Pleasant Farmers' Market Vendors,

Over the course of the market season, Mt. Pleasant Farmers' Market will be collecting information from you, as a vendor. This information will help show the impact the market has on the community. Being able to collect this information will help show the community, funders, and future vendors the importance of the market.

By completing your market application or vendor survey, you agree to have Mt. Pleasant Farmers' Market manager utilize this data. **All information you share will be kept confidential. When the data is used, it will be at the market level. Your individual vendor information will not be recognizable in any public report or communication.** The information will only be available to market managers.

At the end of the season, the information collected will be used to show impacts such as: total sales at the market, number of acres farmed by vendors selling at the market, number of people employed by market vendors, number of visitors who attended the market over the season, etc.

We appreciate your time and effort to report this information. The results will benefit you and the farmers markets in which you participate. Thank you for your support!

Vendor Metrics Application

| | | |
|------------------|------------|---------------|
| Vendor Last Name | First Name | Business Name |
|------------------|------------|---------------|

1. Provide up to three physical addresses for your business' primary points of production. (No P.O. Boxes)

Primary Production Location

Street Address

| | | |
|------|-------|----------|
| City | State | Zip Code |
|------|-------|----------|

Second Production Location

Street Address

| | | |
|------|-------|----------|
| City | State | Zip Code |
|------|-------|----------|

Third Production Location

Street Address

| | | |
|------|-------|----------|
| City | State | Zip Code |
|------|-------|----------|

2. Use the table below to report your farm acreage information. Write N/A if *non-farm enterprise.

| | |
|--------------------------|-------|
| Owned (current) | _____ |
| Leased (current) | _____ |
| Cultivated (anticipated) | _____ |
| Grazed (anticipated) | _____ |

*Non-farm enterprises are businesses actively involved or invested in the processing of value-added foods, prepared foods, and/or craft, art or retail services, and are selling at the market. Farm enterprises are involved in the production of agricultural products as their primary enterprise.

3. Identify the products that you will sell or the services you will provide at the market this season. (Check all that apply)

- | | |
|---------------------|----------------------|
| Fruits & Vegetables | **Value-added |
| Meat & Seafood | **Prepared Food |
| Dairy | Crafts/Arts/Services |
| Eggs | Plants/Flowers |
| Nuts & Legumes | |

**Value-added refers to products with two characteristics:

The farmers make the foods from raw ingredients and primarily, from ingredients that they plant, grow or care for, and harvest.

They process the foods through baking, cooking, canning, drying, fermenting, preserving, or spinning techniques (honey, maple syrup, baked goods, jams, dried fruit, viticulture, pickles, wool yarn, etc.)

***Prepared food refers to products that farm or non-farm businesses make from ingredients that they primarily purchase. They made the food at the market for immediate consumption (sandwiches, brewed coffee, etc.)

4. Check any certifications that your business presently holds (or in 3-year transition).

- | | |
|---------------------------|---------------------------|
| Certified Organic | Food Alliance Certified |
| Certified Naturally Grown | Other Certification _____ |
| Certified Biodynamic | No Certifications |

5. Think about all individuals chiefly responsible for day-to-day decisions in your farm business, including yourself. As of the most recently completed calendar year, for how many years have these owner/operators been farming? Respond for all chief owners/operators as applicable.

Write "N/A" if non-farm enterprise.

Owner 1 _____

Owner 2 _____

6. Identify the number of owners in your business. Ownership refers to equity, interest, or stock of the business.

7. What percentage of your business is women-owned?

8. What percentage of your business is owned by:

| | |
|-------------------------------------|-------|
| White | _____ |
| Hispanic or Latino | _____ |
| Black or African American | _____ |
| American Indian or Alaska Native | _____ |
| Asian or Asian American | _____ |
| Native Hawaiian or Pacific Islander | _____ |
| Two or More | _____ |
| Prefer Not to Answer | _____ |

9. How many owners are younger than 35 years of age as of the most recently completed calendar year?

10. Including yourself, how many people worked for your business either seasonally or year-round in the most recently completed calendar year? Include family workers (paid and unpaid, hired production, market, or office workers, contract or custom hire labor, and paid interns or apprentices. If zero enter "0.")

Seasonal (worked 149 days or less) _____

Year-round (worked 150 days or more) _____

11. Do you anticipate fewer, the same, or more workers devoted to production and marketing for this farmers market in the upcoming season?

Less Same More